

INTERACTIVE KEYNOTES & WORKSHOPS BY BAS WARMERDAM

THINKING LIKE A CHILD

FOR PROFESSIONALS

A refreshingly different way to look, think and act
when facing serious organizational challenges.

Inspired by
20,000+ children • 300+ organizations • 2,200+ solutions • 6 countries



TEAMS IN SILOS?

INNOVATION
STALLING?

CHANGE MOVING
SLOWLY?

HAVE WE BECOME TOO SMART TO SEE THE OBVIOUS?

01

Our knowledge, skills and experience help us understand what is happening and what matters. That **expertise** is essential. Yet we often approach new challenges through the lens of existing knowledge, professional language and familiar ways of working. We recognize patterns, but sometimes miss what falls outside them.

When familiar answers and assumptions take over, it becomes harder to see things with fresh eyes.

Meetings get longer.
Problems feel heavier.
Solutions become more predictable.

We call it:

TERMINAL SERIOUSNESS

When smart people get so caught up in complexity, rules and existing ways of working that they lose the freedom to see differently.



There is, however, one group that doesn't seem to suffer from it. **10-year-olds**. They don't know all the rules. They ask the questions adults stopped asking. They suggest things professionals have already learned to dismiss. And sometimes they see something incredibly simple that all the experts in the room have missed. **What if we could learn to use that fresh perspective again?**

WHAT 20,000 CHILDREN TAUGHT US ABOUT SOLVING COMPLEX PROBLEMS

For more than a decade, we've been doing something slightly unusual. We challenge professionals to bring us their most complex organizational challenges. Then we translate those challenges into a world children aged 9–12 can understand, so they can and want to help solve them. They question them. Play with them. Turn them upside down. And come up with solutions. We then translate their thinking back into the professional world.

Working with more than 20,000 children and 300 organizations, we noticed recurring patterns in how children approach challenges. We call this open-minded way of seeing and thinking **Childlike Intelligence**. It forms the foundation of Thinking Like a Child for Professionals.

WE DON'T ASK PROFESSIONALS TO BECOME CHILDISH. WE HELP THEM REDISCOVER THE POWER OF CHILDLIKE INTELLIGENCE

IT STARTS WITH A POWERFUL CHALLENGE

Translate your most complex organizational challenge into a world a ten-year-old can understand and care enough about to help solve.

This isn't about dumbing the challenge down. Stripping away jargon, assumptions and unnecessary complexity forces you to truly understand the challenge. The real question becomes clearer, and what isn't clear yet becomes visible.

The translation itself starts to shift the way you think. It helps break through rigid professional thinking, creates room for playfulness and invites people to look at the challenge with fresh eyes: more open, more energetic and solution-oriented with a smile. In that sense, it becomes a powerful antidote to Terminal Seriousness that helps get stuck organizational challenges moving again.

Four thinking mechanisms make **Childlike Intelligence** practical: they help professionals challenge their thinking and approach complex problems differently.

01 NO RULES

What if the rules weren't the rules?

02 HAVE FUN

What makes people smile, engage and act?

03 DO GOOD

What simply feels like the right thing to do?

04 NO SHAME

What if you went 10x without fear?

THE PRINCIPLE

A SURPRISINGLY **SIMPLE FORMULA** FOR COMPLEX CHALLENGES

The magic isn't in any single ingredient. It's in the combination.

STRATEGY • CHANGE
LEADERSHIP • AI •
INNOVATION •
COLLABORATION

NO CHALLENGE IS
TOO COMPLEX.

EXPERTISE

The knowledge, skills and experience that reveal what is happening and what matters.



CHILDLIKE INTELLIGENCE

The fresh perspective that questions assumptions, reveals new possibilities and brings energy.



CURIOUS LITTLE EXPERIMENTS

Small steps that turn curiosity and wonder into action.



PROGRESS



EXPERIENCE THE FORMULA

GO BEYOND LISTENING. EXPERIENCE IT.

Thinking Like a Child for Professionals isn't a lecture about creativity. It's an experience that brings the formula to life. Participants bring their own expertise and discover how **Childlike Intelligence** opens up new perspectives on their challenges. Through stories, real-life examples, humor and interaction, we invite them to step outside their professional filters and see through the eyes of a ten-year-old. **Curious Little Experiments** turn that fresh perspective into first steps. No challenge is too complex.

01 SEE DIFFERENTLY

Experience how children ask different questions, challenge assumptions and uncover possibilities professionals overlook.

02 CHALLENGE YOUR THINKING

Use No Rules, Have Fun, Do Good and No Shame as practical lenses to challenge existing thinking.

03 MAKE COMPLEXITY ACCESSIBLE

Reframe your challenge for a ten-year-old. Separate what truly matters from the noise and uncover what professional language hides.

04 APPLY IT

Bring childlike intelligence directly into your own challenges, strategies, gaps and opportunities.

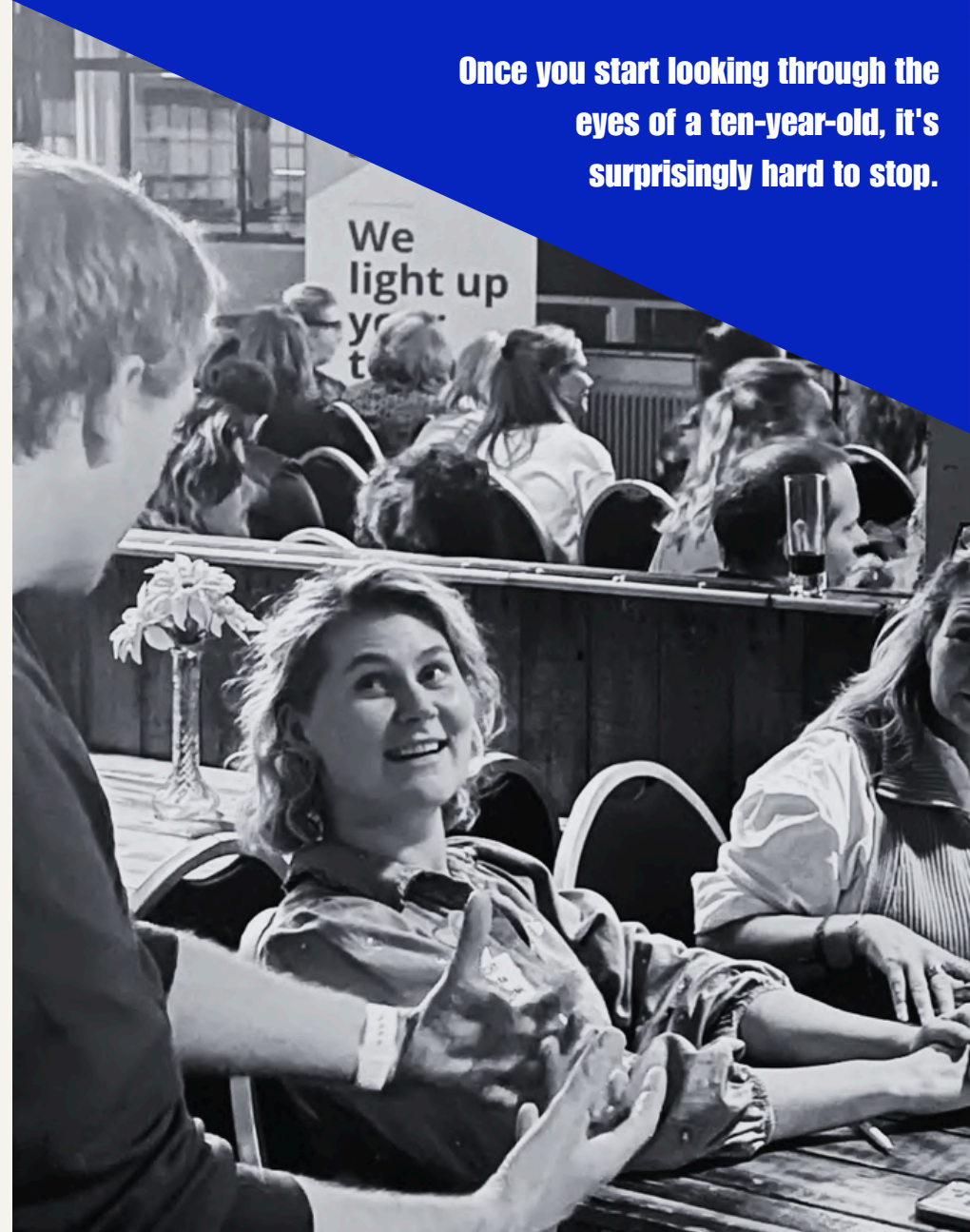
05 LEARN FROM EACH OTHER

Share individual challenges and perspectives. Discover what is happening across the organization and how differently colleagues approach complex problems.

06 ACT DIFFERENTLY

Turn fresh ideas into **Curious Little Experiments**: small things you can try in your everyday work to discover what happens.

Once you start looking through the eyes of a ten-year-old, it's surprisingly hard to stop.



AND TAKE IT HOME...

An unexpected bonus: parents, aunts and uncles discover they have their own little consultants at home. The same techniques help you involve children in organizational challenges, decisions and change. Expect surprising insights, fun around the kitchen table and children who feel proud that their ideas matter.

CHOOSE THE EXPERIENCE

ONE FORMULA. DIFFERENT FLAVORS.

01 INTERACTIVE KEYNOTE

20–45 minutes • **INSPIRE & PROVOKE**

A high-energy introduction to Childlike Intelligence and the formula, with stories, real-life examples, humor and the four thinking mechanisms.

Perfect for:
Conferences •
Leadership
meetings • Kick-
offs • Events

02 IMMERSIVE WORKSHOP

45–120 minutes • **EXPERIENCE & EXPERIMENT**

Go beyond listening. Participants experience how differently children think, challenge their own assumptions and experiment with applying the methodology themselves.

Perfect for:
Team events •
Leadership
programs •
Strategy days •
Change programs

03 IMPACT MASTERCLASS

2–4+ hours • **DEEPEN & APPLY**

An interactive working session applying Childlike Intelligence to participants' own organizational challenges. Sharpen problem statements. Explore obstacles. Develop fresh perspectives and solutions. Turn them into concrete Curious Little Experiments for everyday practice.

Perfect for:
Strategy •
Innovation •
Transformation •
Problem solving •
Team
development

**NO CHALLENGE IS TOO COMPLEX.
NOT EVEN YOURS.**

Strategy • Leadership • Innovation • AI • Change • Policy • Collaboration • Culture •
Growth • Sustainability • Governance • Future of Work • Customer Experience • Or
something completely different. **Different challenges. Same principle.**

IF YOU CAN'T SOLVE A
PROBLEM, IT'S BECAUSE
YOU'RE PLAYING BY THE
RULES

**FOR EVERY LEVEL.
ACROSS EVERY
FUNCTION.**
FROM EXECUTIVE TEAMS TO
JUNIOR PROFESSIONALS.

PROVEN IN PRACTICE

SERIOUS ORGANIZATIONS. REFRESHINGLY DIFFERENT THINKING.

Thinking Like a Child has been used to challenge thinking around some very serious issues, from leadership, strategy and organizational change to AI, healthcare, sustainability, innovation and collaboration. Curious what people walk away with?

TRUSTED BY 300+
ORGANIZATIONS WORLDWIDE



Heathrow



Coutts

Back Market



I love it! Your sessions completely lift the energy in the room!



Conrad Schiphorst
Client Partner IBM

MEET BAS

Bas Warmerdam is the founder of ConsultingKids and creator of Thinking Like a Child for Professionals. His unusual career combines science, strategy consulting and an Executive MBA with more than a decade of learning from a surprising group of teachers: over 20,000 children. Together with his team, he has helped more than 300 organizations worldwide make complex challenges understandable to children and translate their unexpected thinking into professional insights and action. Today, he helps professionals connect their expertise with Childlike Intelligence and Curious Little Experiments through interactive keynotes and workshops full of substance, simplicity, humor and energy.

WANT TO TAKE IT ONE STEP FURTHER?

With **ConsultingKids Projects**, we don't just teach professionals to think like a child. We invite real children to tackle complex organizational challenges, translating their unexpected thinking into fresh, relevant, and actionable insights. ConsultingKids Projects is one ingredient. This keynote/workshop Thinking like a Child for Professionals is another.

Discover what other ingredients we can add to the mix →

THE UNLIKELY FORMULA FOR ALMOST ANY PROBLEM

TEAMS IN SILOS?
INNOVATION
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TRUSTED BY 300+ ORGANIZATIONS WORLDWIDE.



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EXPERTISE

The valuable knowledge, skills and experience already present in your organization.



shaped by 20,000+ kids

CHILDLIKE INTELLIGENCE



The fresh perspective that questions assumptions, reveals new possibilities and brings energy.



CURIOUS LITTLE EXPERIMENTS

The small steps that turn curiosity and wonder into action. Making room for unexpected discoveries.



PROGRESS

The meaningful movement on the challenges that matter to your organization, its people, customers and partners.

PUT THE FORMULA TO WORK

YOUR CHALLENGE. OUR FOUR INGREDIENTS. LET US HELP YOU FIND THE RIGHT MIX.

ConsultingKids Projects

CHILDLIKE INTELLIGENCE STRAIGHT FROM THE SOURCE

We translate a real organizational challenge into their world. Kids bring their unexpected thinking; we translate it back into fresh, actionable advice.



Thinking like a Child for Professionals

INTERACTIVE KEYNOTES & WORKSHOPS.

Apply Childlike Intelligence where professionals rethink their own challenges across strategy, change collaboration, innovation, and more.



DisruptiveKids Challenger

DISRUPT YOURSELF BEFORE SOMEONE ELSE DOES!

Childlike Intelligence meets constructive rebellion.



The 100 Curious Little Experiments Program

SPARK POSSIBILITIES

Powered by curiosity and wonder. One small experiment at a time.



SERIOUS CHALLENGES. FRESH THINKING. ENERGY THAT MOVES.

LET'S TALK INFO@CONSULTINGKIDS.COM